

Idaho Conference on Recreation & Tourism



May 5 - 7, 2009

SUN VALLEY

AGENDA subject to change



ADVENTURES IN LIVING

Tuesday, May 5th

8am—5pm

Idaho Travel Council Meeting,
Grant Presentations

1—4pm

Idaho Recreation and Tourism
Initiative Steering Group Meeting

1pm

For incoming conference
attendees

Craters of the Moon field trip

EVENING

Reception with Exhibitors & local
Sun Valley CVB Dine-around

Wednesday, May 6th

8am

John Webster Warm-up

8:45—9:15am

Welcome—

New Innovations to

Idaho Tourism

Don Dietrich

Director of Idaho Department
of Commerce

9:15-10:15am

Who is the Idaho Traveler?

Longwoods Research

Drake Cooper

10:15-10:45am

Visit with Exhibitors

10:45am-12:00pm

Social Media, Blogging and Digital
Marketing

Matt Dickman, Techno//
Marketer

Wednesday, May 6th(cont'd)

12 -1:30pm

Lunch Keynote

US Travel Association update on the Travel Industry

SPONSORED BY: Horizon Air & Alaskan Airlines Magazine

1:30-2:30pm

Breakouts

Sales & Marketing

Social media, what you need to know about
YouTube, Facebook & Twitter

Tom Zazueta - Coakley Heagerty, with panel discussion among

Drake Cooper, Sun Valley Online and Smith Optics

Management

Getting involved at the local, state and national level

Research

Panel discussion on research and media trends.

Panel: Drake Cooper, Longwoods Research and Madden Media

Public Relations

Red Sky & Patterson Bach

2:30-3pm

Break with Exhibitors

SPONSORED BY: Media West

3-4pm

Breakouts

Sales & Marketing

Social media, what you need to know about YouTube,
Facebook & Twitter. Tom Zazueta - Coakley Heagerty, with panel
discussion among Drake Cooper, Sun Valley Online and Smith Optics

Voluntourism

Making the most of the trends
in recreation

Culinary Tourism

The tasty trend in Travel: Sunset Magazine & Idaho Preferred

Public Relations- Top 10

TIG Global & Patterson Bach

4:15-5:30pm

Millennial Mindset

The social power of your next biggest customer!

Drake Cooper with research from Weiden + Kennedy

5:30-8:00pm

Reception with Exhibitors & Local Food Showcase

Need more info? Contact Kellie Reed 208-334- 2470 [Email](mailto:kellie@tourism.idaho.gov) <http://www.tourism.idaho.gov/travel>

LODGING PARTNER: Sun Valley Company, [Book your reservations online](#) or call 800-786-8259.
Rates: \$105-\$120

Idaho Conference on Recreation & Tourism



May 5 - 7, 2009
SUN VALLEY

IDAHO

ADVENTURES IN LIVING

Thursday, May 7th

8:30-9:30am

Breakfast Clubs

Enjoy a breakfast buffet & casually visit table topics of interest

9:30-10:45am

Sustainability

[Karen Purves M.A.](#)

Greening your Organization

11am-12pm

Regional Caucuses

12-1:30pm

Lunch & Governor's

Take Pride in Idaho Awards

SPONSORED BY: [Meredith Travel Group](#)

1:30-5pm

Breakouts

Sales & Marketing

Formula for email success, Google analytics, search engine optimization, TWITTER, Cheap & easy tips and tricks

Recreation

Local Field Trip with

[Sawtooth National Forest](#)

Culinary Chefs & Farmers

[Idaho Preferred](#) Department of Agriculture

PLEASE [RSVP](#)—Limited #

Golf Tournament

[Whiteclouds](#) 9 Hole Scramble
Benefit for Larry May Foundation
\$65

Thursday, May 7th

8:30—9:30am

BREAKFAST CLUB TOPICS

- ISAA - Idaho Ski Area Association
- Scenic Byways
- Twitter
- Sports Marketing
- Voluntourism
- Kids & Nature
- Film Commission
- Tourism Alliance
- Idaho Parks & Recreation
- B & B Association
- Culinary
- Top 10
- Jack Rabbit
- SATW—Society of American Travel Writers
- IRVCA—Idaho Recreation Vehicle & Campground Association

SPECIAL EVENT EVENING OF MAY 7

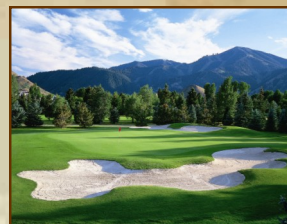
You are Invited to the
Larry May Foundation Fundraiser
[Event Information](#)

Questions? Contact: [Pam Eaton](#)



[Stay an Extra Day to Play](#)

[Register for the Craters of the Moon History Workshop](#)



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